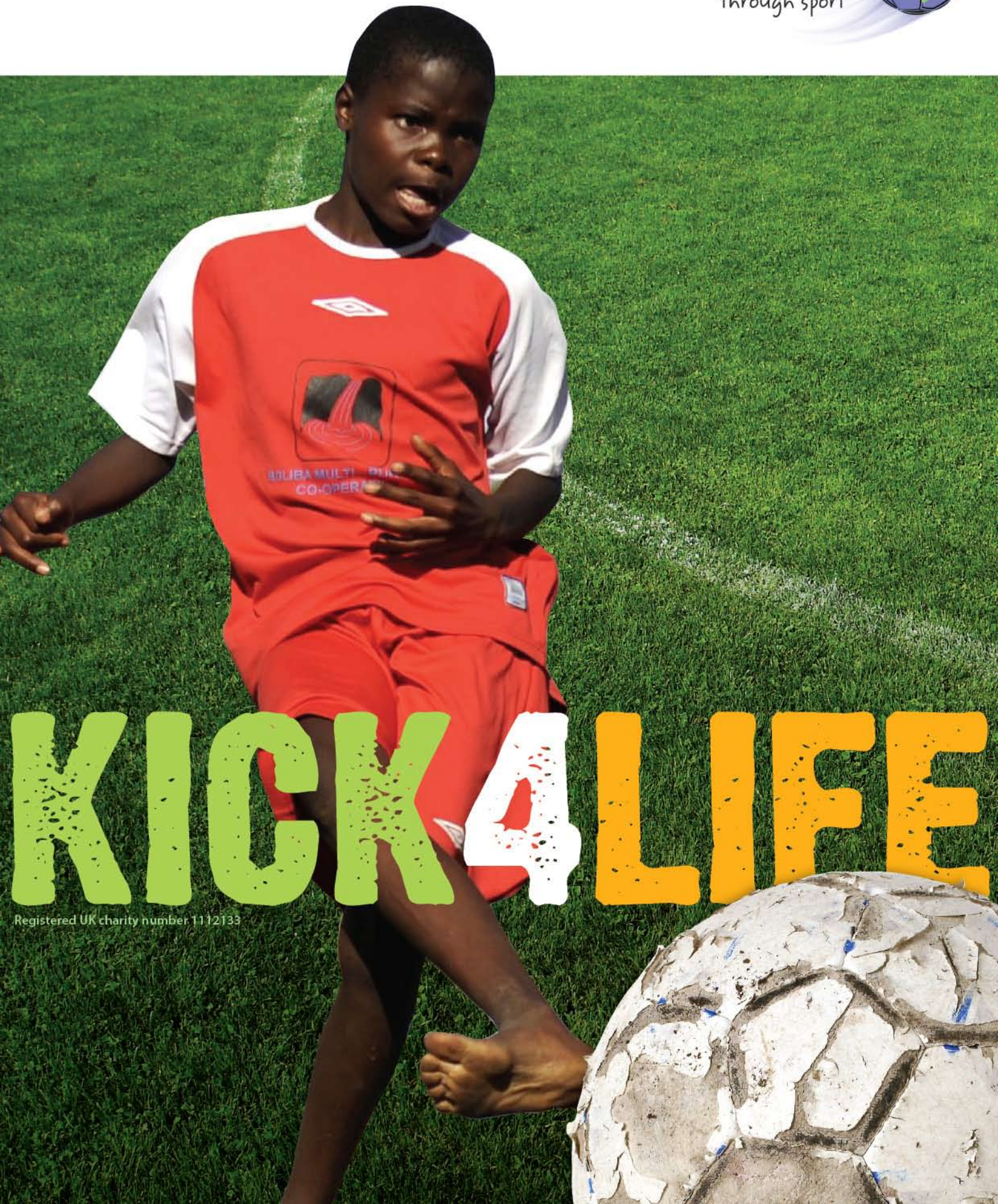
Vodafone Foundation

Kick4Life
Changing lives through sport



KICK4LIFE

Registered UK charity number 1112133

KICK4LIFE INVOLVES AN EQUAL NUMBER OF BOYS AND GIRLS

THE POWER OF SPORT

IN 2008 ENGLAND COACH FABIO CAPELLO VISITED A KICK4LIFE TEST YOUR TEAM EVENT IN LESOTHO WHERE HE WITNESSED A YOUNG BOY BEING TESTED FOR HIV. IT WAS AN EXPERIENCE HE DESCRIBED AS ONE OF THE MOST EMOTIONAL OF HIS LIFE, AND HE CALLED UPON THE WORLD OF FOOTBALL TO DO MORE IN THE FIGHT AGAINST DISEASE AND POVERTY.

Kick4Life (K4L) is committed to harnessing the popularity and power of sport to transform the lives of some of the world's most disadvantaged people. This brochure outlines the various programmes we are delivering in Lesotho, a country that has been devastated by AIDS. 23 percent of the population is infected with HIV and more than 100,000 children have been orphaned by the disease. Focused on this most disadvantaged group, our delivery model combines health testing and health education with schooling and social inclusion activities. Through this range of programmes we aim to impact on the wide-ranging factors that are crucial to the overall development and fulfilment of each young person we engage with. • The last two years have also been a period during which K4L has built for the future, putting in place foundations for our long term growth and sustainability. This has been aided by fantastic support from a range of partners notably the Vodafone Foundation, Sentebale and the Lesotho FA. We are also delighted to be funded by Football for Hope, a strategic alliance between FIFA and streetfootballworld. • As K4L enters the next phase of its journey we would like to thank you for your support and look forward to working with you further so that more lives can be transformed through the power of sport.

Pete & Steve Fleming, Founders Kick4Life

HEALTH TESTING

KICK4LIFE'S TEST YOUR TEAM INITIATIVE CONSISTS OF A SERIES OF ONE DAY FOOTBALL TOURNAMENTS WHERE HIV TESTING AND EDUCATION IS PROVIDED ON-SITE. TEAMS EARN TOURNAMENT POINTS FOR COMPLETING HIV EDUCATIONAL SESSIONS, GETTING HIV TESTED AND FOR WINNING MATCHES. TEST YOUR TEAM IS A GROUND-BREAKING INITIATIVE AND IS THE FIRST OF ITS KIND WORLDWIDE.

The programme targets adolescents with teams made up of an equal number of boys and girls. Football is used to educate and motivate individuals for testing in an informal and entertaining environment of positive peer pressure that removes stigma and fear around being tested. Testing is free and voluntary with those who test positive referred immediately for counselling and follow up treatment at their local clinic.

- More than **6,000** tested so far and more than **250** referred to life-saving treatment
- **83.7%** of those tested were testing for the first time
- **98.5%** of those found to be HIV+ at K4L are now on ARV treatment or receiving relevant health care
- Gender involvement: **51.9%** female and **48.1%** male

"After taking part in some of the HIV education activities at Test Your Team, I decided to test. I felt confident but also a bit scared so I was very happy when my results were negative. Before I used to hang out with friends and I was fully engaged in five relationships. I didn't have information, so I wouldn't use condoms. But after the testing event I intend to change my behaviour to use condoms as well as to decrease my number of partners. It's important to know my status because it will help me to find the way to protect me from getting the virus. I also learned you can't see someone has HIV just by looking and the way the information was delivered I find it easy to continue to tell others."

Bokang, 16

Fabio Capello and Ray Clemence observe a boy being tested for HIV at a K4L event

"It created an atmosphere of positive peer pressure in the village to fight HIV and everyday pressures of sex, smoking, drugs, alcohol and boyfriends. It also broke down the stigma of HIV in the village and for the first time people were comfortable talking about it with each other. So many times the disease has been hidden as when my mother passed away. That is a huge problem that Kick4Life is able to break down. The Curriculum also helped to banish myths about HIV. Many men in the community tell the women that condoms are not effective. Before Kick4Life I was unsure what the truth was. Now I know they were lies."

Selloane 15

Children take part in Find the Ball, a game which breaks down stigma about HIV

Health Education

THE KICK4LIFE CURRICULUM IS A FUN INTERACTIVE SPORT-BASED PROGRAMME THAT EDUCATES YOUTH ABOUT HOW TO AVOID HIV INFECTION INCLUDING TRANSMISSION, PREVENTION, RISK AWARENESS AND PEER PRESSURE. IT ALSO AIMS TO PROMOTE HEALTHY BEHAVIOURS AND ATTITUDES CONCERNING HIV, AS WELL AS EMPOWERING YOUTH WITH CRITICAL LIFE-SKILLS INCLUDING SELF-ESTEEM, TEAMWORK, DISCIPLINE AND DECISION-MAKING.

Based on an internationally recognised curriculum developed by US charity Grassroot Soccer, it is also a key tool for diminishing stigma and discrimination surrounding HIV by encouraging counselling and testing, promoting gender equality and support of people living with HIV. K4L identify community role models and peer educators to deliver the curriculum to a variety of different groups over a six-week period. The initiative is particularly focused on orphans and vulnerable children (OVCs) with an even gender distribution of participants.

- Over **500** peer educators have been trained to deliver the curriculum across Lesotho
- Over **15,000** youth have been reached through the K4L Curriculum
- After completing the course the percentage of students who know where to go for help for HIV related problems has increased from **43%** to **92%**
- After completing the course the percentage of students who say they feel comfortable providing emotional support for an HIV positive classmate has increased from **54%** to **77%**

EDUCATION & EMPLOYMENT

THE KICK4LIFE SCHOLARSHIP SCHEME PROVIDES ORPHANS, VULNERABLE CHILDREN AND HIV+ YOUTH WITH THE CHANCE TO HAVE AN ACADEMIC EDUCATION, PROVIDING FUNDING FOR SCHOOL FEES, UNIFORMS AND BOOKS. WORKING CLOSELY WITH A RANGE OF PARTNERS K4L IDENTIFIES, MONITORS AND SUPPORTS EACH CHILD'S PROGRESS THROUGH SCHOOL, AS WELL AS HELPING THEM TO DEVELOP KEY LIFE SKILLS SUCH AS SELF-ESTEEM, COMMUNICATION AND TEAMWORK.

Each child is expected to regularly assist as a peer educator with delivery of the K4L Curriculum throughout the duration of their scholarship. In their final year of school each scholar completes our Fit4Work programme which supports their transition to employment or further education with sport-based sessions on route planning, CV writing, interview techniques and interpersonal skills.

- **70** youth have been given scholarships so far

K4L IS GIVING CHILDREN THE CHANCE TO ATTEND SCHOOL. THERE ARE MANY MORE WHO WOULD LOVE THIS OPPORTUNITY

"BEING ON THE SCHOLARSHIP SCHEME HAS HAD A VERY GOOD IMPACT ON MY LIFE BECAUSE MY PARENTS ARE NO LONGER ALIVE SO WITH NO MONEY I WAS REMOVED FROM SCHOOL. K4L HAS CHANGED MY LIFE FOR THE POSITIVE. I WAS SO UNCOMFORTABLE BEFORE I KNEW ABOUT K4L. I USED TO STAY HOME BUT NOW I FEEL LIKE PART OF THE K4L FAMILY BECAUSE IT HAS DONE THINGS I NEVER EXPECTED FROM ANYONE. LIKE PAYING FOR MY SCHOOL FEES AND TAKING ME ON A WEEK LONG COURSE ON HIV AND LIFE-SKILLS. UNLIKE BEFORE, I NOW ADHERE TO THE ANTI-RETROVIRAL TREATMENTS AND I WILL SHARE THE INFORMATION I HAVE LEARNED WITH OTHERS. I CAN NOW ALSO CONCENTRATE ON SCHOOL WORK AND I'M NO LONGER AFRAID OF BEING REMOVED. I NOW HAVE PEACE OF MIND AND WILL BE IN A POSITION TO ACHIEVE MY DREAMS."

Khopotso, 14

The lives of street kids in Lesotho are impoverished and fraught with danger from crime and disease

SOCIAL INCLUSION

OUR STREET YOUTH INITIATIVE PROVIDES DAILY OPPORTUNITIES FOR CHILDREN LIVING ON THE STREETS OF LESOTHO TO ENJOY A RANGE OF ACTIVITIES INCLUDE SPORT, DRAMA AND ART. THE PROGRAMME CREATES A SAFE AND SUPPORTIVE SOCIAL NETWORK AS WELL AS DELIVERING HIV PREVENTION MESSAGES AND PROVIDING LIFE-SKILLS TRAINING.

All youth complete the K4L Curriculum and are trained as peer educators in the programme. Participants also receive regular one-to-one mentoring sessions with K4L coaches and enrol on the Fit 4 Work programme when they reach an appropriate age, supporting their transition into further education or employment.

- **300** youth regularly attend the Street Youth Initiative

"After my parents died I fell out with my grandparents, and I went to live on the streets. I started going to Kick4life sessions and it helped me decide to go back home because on the streets we get sick too often and nobody takes care of us. I've also decided to go to school to brighten my future. The programme is important here because some street youth are willing to go back home, and it is dangerous to be on the streets since we live and sleep in open spaces."

Thabang, 14

Two youths from Lesotho have the chance to meet the biggest name in world football

> "It is very important for us who live a good life to come out in the real world and see there are a lot of problems. Football is a rich sport and has an obligation to put its wealth to the service of the people who can help the poor and make a difference."
>
> Fabio Capello, while visiting Kick4Life

RAISING AWARENESS

SPORT IS A POWERFUL TOOL FOR IMPACTING POSITIVELY ON PEOPLE'S LIVES, FROM THE SOCIAL AND HEALTH BENEFITS OF TAKING PART, TO ITS ABILITY TO BRING PEOPLE TOGETHER AND TO INSPIRE POSITIVE CHANGE IN INDIVIDUALS AND COMMUNITIES. KICK4LIFE IS FOUNDED ON THIS ETHOS AND WE ARE COMMITTED TO RAISING INTERNATIONAL AWARENESS OF WHAT CAN BE ACHIEVED THROUGH SPORT.

This includes generating media interest and engaging celebrity figures in using sport for positive causes so that more people become aware of, and get involved with, organisations like Kick4Life. We also have a football team called the Kick4Life All Stars which takes part in two week football tours to Lesotho. The team delivers HIV education to children and youth as well as playing football against local teams to raise awareness of healthy living and knowing your HIV status. To join the next tour please get in touch!

PRINCE HARRY TAKES PART IN A K4L CURRICULUM GAME WITH YOUTHS IN LESOTHO

CONTACT

UK

STEVE FLEMING
07710 999 169
STEVE@KICK4LIFE.ORG

LESOTHO

PETE FLEMING
(+266) 5856 8479
PETE@KICK4LIFE.ORG

TO FIND OUT MORE PLEASE VISIT-

WWW.KICK4LIFE.ORG

Vodafone Foundation

FOOTBALL FOR HOPE

GRASSROOTSOCCER

Sentebale

Kick4Life is a registered UK charity number 1112133

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